



UMass Boston and Boston Police Unveil 'Message of Peace' Billboards in Neighborhoods

Billboards Created by Boston Youth, Showing What Peace Means to Them

- WHO:** University of Massachusetts Boston Chancellor **J. Keith Motley**, City of Boston Mayor **Thomas M. Menino**, Boston Police Commissioner **Edward F. Davis**, and student participants of the Youth & Police in Partnership and District B-2 Summer Explorers programs.
- WHAT:** Unveiling of a new youth-driven billboard campaign promoting peace in Boston's neighborhoods, followed by a short speaking program.
- WHERE:** 352 Washington St., Dorchester, Mass.
- WHEN:** Tuesday, October 5, 2:30 p.m.
- WHY:** UMass Boston, in partnership with the Boston Police Department and City of Boston, wanted to give young people a chance to speak out against street crime and gang violence by sharing their messages of peace, tolerance, and love in their community. Students created posters, which the university combined into two billboard designs. Clear Channel donated eight billboards across the city to showcase the work of these youth.
- MORE INFO:** Visit www.umb.edu, or call UMass Boston's Office of Community Relations at 617-287-5310.

PEACE, What's it to you?

We hope you can join us & Spread the word.....

UMass Boston, in partnership with the Boston Police, identified some Boston youths (Y.P.P. Youth & Police Partnership/_B-2 Summer Explorers Program) that would be interested in to working with UMass Boston Graphic Arts Department to create two “Message of Peace” billboards.

Many kids today face difficult situations that stem from a broad spectrum of societal and personal problems. These kids are dealing with issues of anger, fear, powerlessness, and hopelessness, which often become a catalyst for violence and other gang activity—a vicious cycle that continues as kids become victims on their neighborhood streets, at school, and even at home.

We wanted to give young people a chance to speak out against street crime and gang violence by sharing a message of peace, tolerance and love. This billboard proposal is an opportunity to empower youth to share their own antiviolenace messages with their community and beyond. We have identified kids who are willing to participate in the solution cooperatively by offering a message of peace. By contributing to the solution, we hope, Boston's youth will feel a measure of pride in their involvement that leads to a sense of belonging, empowerment, and accountability.

With our Corporate Partner, [Clear Channel](#), we have arranged for the following billboards to carry the message of Peace:

These are the Billboards we selected:

- Location: [#002851](#) Washington Street/ Bowdoin Street, Dorchester
- Location: # 001140 Tremont Street Roxbury
- Location: #003280 Columbia Road/ Stoughton Street-Upham's corner, Dorchester
- Location: #001866 Blue Hill Ave /Harvard Street, Dorchester
- Location: #003450 Dorchester Ave (near Freeport st)
- Location: #001428 Washington Street /Bragdon St, Roxbury
- Location: #002037 Blue Hill Ave, Mattapan
- Location: #002191 River Street, Mattapan